

Message Text

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PAGE 01 MEXICO 04010 151952Z

13

ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 AGR-20 CIAE-00 COME-00 INR-10

LAB-06 NSAE-00 RSC-01 SP-03 STR-08 TRSE-00 SWF-02

CIEP-02 OMB-01 TAR-02 L-03 DRC-01 /087 W

----- 031521

R 151928Z MAY 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 1657

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E.O. 11652: N/A

TAGS: EIND, MX

SUBJ: IMPORT QUOTA FOR BOURBON

REF: STATE 188287 (9/21/73)

1. IN SEPTEMBER 1973, ING. LARRANGA (DIRECTOR GENERAL OF STANDARDS, (SIC) GAVE EMBOFF VERBAL ASSURANCES THAT GOM ACCEPTED US REQUEST FOR INCREASE IN BOURBON QUOTA IN 1974 TO 40,000 CASES, 45,000 CASES IN 1975 AND 50,000 CASES IN 1976 (SEE MEXICO 7255). ON DECEMBER 3, EMBASSY REQUESTED WRITTEN CONFIRMATION OF THESE QUOTA LEVELS FROM SIC. EMBASSY WAS TOLD THAT LETTER WOULD BE FORTHCOMING IMMEDIATELY FOLLOWING PUBLICATION OF BOURBON DECREE IN DIARIO OFICIAL.

2. FOLLOWING PUBLICATION OF DECREE ON MAY 6, EMBASSY AGAIN BEGAN TO PRESS FOR WRITTEN CONFIRMATION IMPORT QUOTAS BOURBON. IT WAS AT THAT POINT THAT EMBASSY LEARNED THAT DIRECTOR GENERAL OF COMMERCE, ANTONIO CALDERON WAS ATTEMPTING TO HAVE GOM REDUCE THE LEVELS AGREED TO VERBALLY. CALDERON PROPOSED BOURBON QUOTA IN 1974 OF 25,000 CASES, 35,000 CASES IN 1975 AND 45,000 CASES IN 1976. HE ARGUED THAT ING.

ALCALA AND ING. LARRANAGA HAD FAILED TO CLEAR THE HIGHER FIGURES WITH HIM PRIOR TO MAKING COMMITMENT IN WASHINGTON

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PAGE 02 MEXICO 04010 151952Z

DURING TEGUILA HEARINGS. MOREOVER, HE ALLEGED THAT THE

HIGHER QUOTAS WERE INCONSISTENT WITH GENERAL
GOM POLICY ON ALCOHOLIC BEVERAGE IMPORTS.

3. EMBOFF MET ON MAY 14 WITH UNDER SECRETARY OF COMMERCE
ELISEO MENDOZA BERRUETO. THE UNDER SECRETARY CONFIRMED
THAT GOM WAS IN FACT PLANNING TO REDUCE BOURBON QUOTAS ON
CALDERON'S ADVICE. EMBOFF ARGUED THAT A) GOM HAD MORAL
COMMITMENT TO MAINTAIN HIGHER QUOTAS; B) ANY ATTEMPT TO
REDUCE QUOTAS AT THIS LATE DATE WOULD CAUSE RESENTMENT IN
USG AND US INDUSTRY; C) IT IS NO FAULT OF USG THAT ING.
ALCALA FAILED TO CLEAR COMMITMENT INTERNALLY IN SIC;
D) TEGUILA EXPORTS TO US MARKET FAR EXCEED BOURBON EXPORTS
TO MEXICO; AND E) EMBASSY HAD ALREADY INFORMED LOCAL
IMPORTERS/DISTRIBUTORS OF GOM ACCEPTANCE HIGHER LEVELS AND
HAD BEEN ENCOURAGING THEM TO MAKE FULL USE NEW BOURBON QUOTAS.
UNDER SECRETARY RESPONDED THAT HE WAS UNAWARE USG ATTACHED
SO MUCH IMPORTANCE TO THIS MATTER AND THAT UNDER CIR-
CUMSTANCES HE WOULD OVERRULE CALDERON AND UPHOLD HIGHER
QUOTAS. EMBOFF EXPRESSED APPRECIATION USG FOR HIS DISCUSSION
AND OBSERVED THAT SUCH ACTIONS HELP CREATE GENERAL FRIENDLY
ATMOSPHERE IN OUR BILATERAL RELATIONS.

4. EMBASSY WILL POUCH DEPARTMENT COPY OF SIC LETTER CONFIRMING
IN WRITING HIGHER IMPORT QUOTAS FOR BOURBON THROUGH 1976.
COPIES OF SIC LETTER AS WELL AS BOURBON DECREE DIARIO OFICIAL
WILL BE MAILED BY EMBASSY TO MEXICAN IMPORTERS/DISTRIBUTORS
ALONG WITH LETTER ENCOURAGING THEM TO MAKE FULL USE HIGHER
QUOTAS AND INVITING THEM TO SEEK OUT ASSISTANCE SHOULD THEY
ENCOUNTER ANY PROBLEMS IN FUTURE IN OBTAINING IMPORT PERMITS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BOURBON WHISKEY, IMPORT CONTROLS, IMPORT QUOTAS
Control Number: n/a
Copy: SINGLE
Draft Date: 15 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GarlanWA
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740120-0448
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Handling Restrictions: n/a
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ISecure: 1
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Review Exemptions: n/a
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Review Markings:

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30 JUN 2005

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TAGS: EIND, MX, US
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